

TABLE TABLE 1.1
1994 OUTDOOR PLAN
AS OF 10/31/94

1994	January	February	March	April	May	June	July	August	September	October	November	December	(\$)
	27 3 10 17 24	31 7 14 21	28 7 14 21	28 4 11 18 25	2 9 16 23 30	5 12 19 26	3 10 17 24	1 8 15 22 29	5 12 19 26	3 10 17 24	31 7 14 21	28 4 11 18 25	
OUT OF HOME													
GENERAL MARKETS													
NEW YORK													3440.3
BOSTON													596.2
PHILADELPHIA													884.8
SUMMER RESORT													380.2
MIAMI													271.8
TOTAL OOH													5573.3